



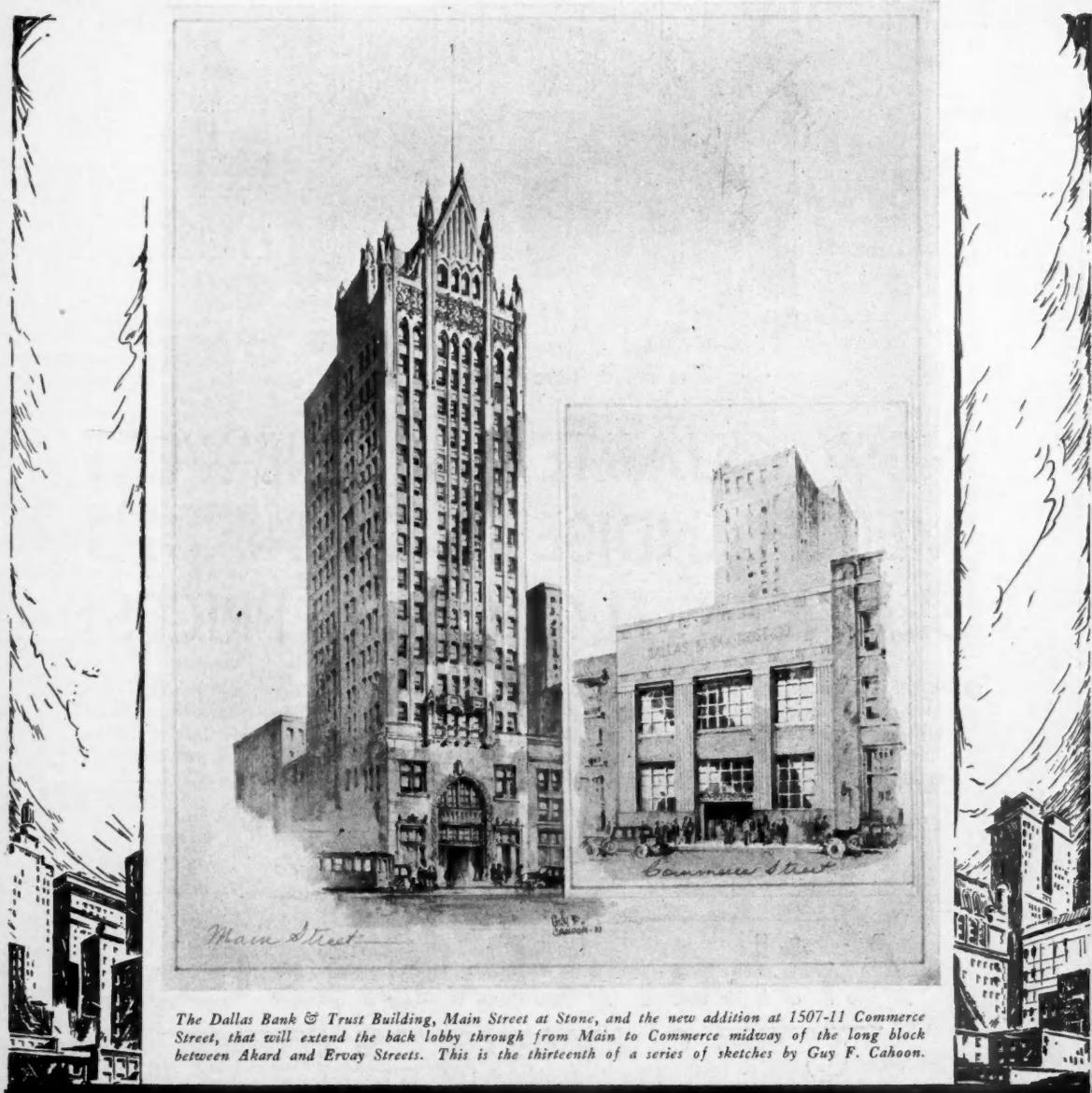
DALLAS

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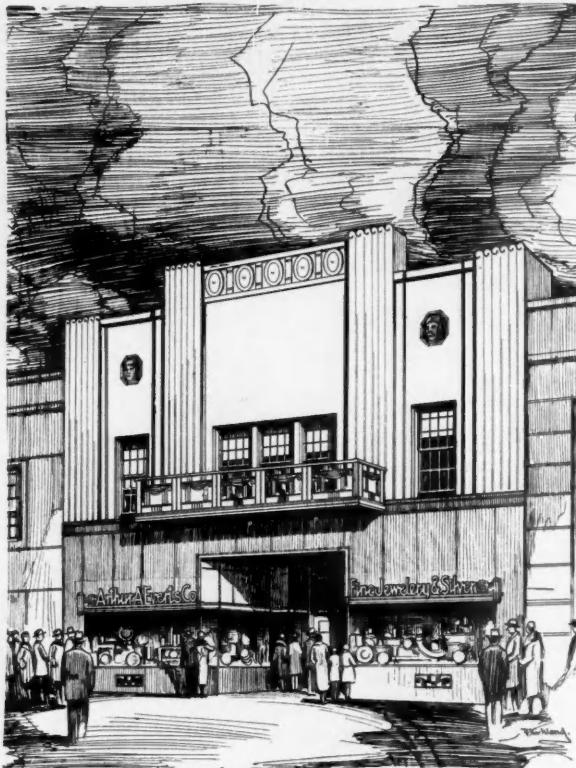


The Dallas Bank & Trust Building, Main Street at Stone, and the new addition at 1507-11 Commerce Street, that will extend the back lobby through from Main to Commerce midway of the long block between Akard and Ervy Streets. This is the thirteenth of a series of sketches by Guy F. Cahoon.

IN THIS ISSUE: Recovery Turns Spotlight on Real Estate ♦ New Concerns Show Increase ♦ Industrial Decentralization
Modernization Safeguards Investments ♦ Dallas Manufacturers...What They Make ♦ Editorials

Everts Company's
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New Home

Uptown at
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DALLAS BUYERS INDEX

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Established 1903

DALLAS BANK & TRUST CO.

Member Federal Reserve System

Recovery Turns Spotlight On Real Estate

Revival of Interest in Dallas Business and Residential Property as Investors and Prospective Home Owners Realize Prices Cannot Long Remain at Present Levels.

When prices are falling the owners of property are influenced, through fear or necessity, to convert their holdings into money. Depression.



HAROLD W. FISHER periodically, "This is the trough of the depression," only to see deflation continue its course and prices continue to fall. But the economists are now supported by our business men and citizens generally in the belief that we have touched the bottom. When it was necessary for President Roosevelt to close the banks of our country for a ten-day period, the feeling was almost unanimous that we could sink no lower. On the day that our sound banks opened their doors and the President assured the country that the banking crisis was safely passed, fear was dispelled and faith in the future became a living force, working for recovery.

Why Investors Turn to Real Estate

To what will investors turn with the greatest faith in this movement to exchange money for property? The reply to that question must be sought in the particular form of property which has stood the test of the centuries, as well as the storms of the past few years, and is still held in the highest esteem for investment purposes. It is a controversial question, perhaps, but what so fully complies with the requirements of stability of value and certainty of income as well selected real estate, or a first mortgage on suitably improved property? And during the uncertain days of the past few weeks, what possessions were held in greater reverence and regard than a home free of debt or a clear farmstead which insured shelter and the essentials of life, whatever might befall? They were far more desirable than stocks or bonds, or even money in a bank which was closed. They represented something useful, something permanent, which could not get away; and their ownership gave a sense of security lacking in all other things. In the last extremity, people naturally turn to the land. Land is the ultimate investment.

It is certain, therefore, that real prop-

By HAROLD W. FISHER
President, Dallas Real Estate Board

erty will become again one of the most desirable forms of investment, in this movement to convert money into property. This is already evidenced by the renewed inquiry for real estate and the considerable transactions reported by members of the Dallas Real Estate Board during the past few weeks. The demand for Dallas real estate is beginning to return. The time to buy is now, when dollars are still great in value and real estate is still low in price.

Time to Acquire New Business Homes

Nor is this true only for the individual investor. Never was there a more opportune time for business men to buy, lease or improve real estate for their own usage. Sites are available, in many cases, at lower than pre-war figures, when Dallas was a city of half its present population. Construction costs are probably lower than they have been in the past fifteen years, which fact supplies inducement extraordinary for the business establishment which needs a building according to its own special re-

quirements. And for the concerns which prefer to lease their locations, there has not been a time in many years when leases could be made at such low figures as today. Add to these arguments the cold fact that Dallas has gone through this depression in better shape than most cities of its class in the United States, and we are drawn to the irresistible conclusion that Dallas real estate is a prime field for investment.

Industrial Dallas should be on its toes, the Chamber of Commerce should redouble its efforts, the members of the Dallas Real Estate Board should carry their message to individual clients and prospective investors, business men should be awake to their opportunities in the field of real estate, and prospective purchasers of homes should be keen to realize the tremendous values now offered in residential properties of every price range.

Dallas has many opportunities for sale, and today is bargain day for investors and users of real estate.

Model Home Under Construction



Many prospective home builders are watching with interest the construction of this model residence now being built at 4424 Belclair, Highland Park West, by the Flippin-Prather Realty Company. The purpose of the builders is to show how a residence, embodying the best of materials and all the modern ideas in home building, may be built under present conditions at tremendous savings in the cost of construction and furnishings.

Industrial Decentralization Is On the Way

Out of the changing economic conditions will inevitably come, in the near future, decentralization of the nation's industrial structure. The needs of the consumer will be supplied, in many lines of industry, from smaller units, either locally owned or part of a national organization, each so situated as to supply quickly and at a minimum of distribution cost, the well-defined market areas of the country. Many evidences of this change are appearing; the principle is fundamentally sound; rearrangement of the industrial facilities of the nation in conformity with its dictates is only a matter of time.

The last few years have turned the spotlight on some rather glaring weaknesses in our economic system, and one of the things that is now apparent is the necessity for a thorough reshaping of our industrial structure. During the days of enormous industrial expansion little attention was paid to the scientific location of manufacturing plants. Demand was increasing, prices were rising, and any kind of a plant, anywhere, could secure orders and make a profit.

Suddenly, industry finds itself confronted with an entirely new set of conditions, and those plants that cannot immediately conform to the new demands are doomed. Prior to 1929, most of our industrial growth in this country was in that section east of the Mississippi and north of the Ohio River. The concentration of industrial plants in that area, and in specialized districts within that area, has brought about a congestion of population engaged in manufacturing goods for distribution throughout the nation, at high distribution costs, importing food products and many other commodities from distant parts of the country, likewise at high cost.

Small Plant Has Advantage

This lack of balance in the relationship between agriculture and industry has brought about tremendous economic waste, has introduced many undesirable features into our national life, and has built up gigantic industrial organizations attempting to cover the whole nation with their products, with enormous overhead expense, large bonded indebtedness, complicated set-ups that are unwieldy and difficult to adjust to meet changing conditions. It has been clearly demonstrated that the small industrial plant, with low overhead, serving not too large an area, with no fixed charges due to large bond issues, is in far better position today than the great national organization.

Again, business today finds orders

Dallas will Benefit Tremendously from Inevitable Movement to Place Plants in Strategic Locations to Serve Quickly and Economically Well-Defined Market Units.

harder to get and profits harder to make than four or five years ago. To show a balance on the right side of the ledger it must effect every possible economy. Prior to 1929 production costs had been reduced to practically a minimum, through the introduction of modern machinery and mass production methods. There yet remains but one place in which further important economies may be effected and that is in the cost of distribution.

In other words, industry is now confronted with the urgent problem of getting its production facilities out of a highly congested area, remotely situated with respect to a great many important market areas of the country, and scattering those facilities out over the country. Industry must now take its plants to the consumer if it expects to sell that consumer any considerable quantity of merchandise, because the consumer cannot and will not continue to pay freight rates on goods made hundreds of miles away when they can be made as well in his own immediate locality.

So the next decade will see the establishment of many localized industries, each relatively small in size, each attempting to serve only that immediate market which it can reach in two or three days' delivery time and at relatively low distribution cost compared to the cost of the product. Under the present industrial set-up, the Southwest, for example, is now buying from distant plants many items of manufactured goods to the price of which to the consumer excessive distribution costs have added anywhere from twenty-five to fifty per cent.

Will Restore Economic Balance

This decentralization of industry will take the form both of locally owned plants and branch plants of national concerns. Many of the latter are even now making plans for breaking up existing large plants and scattering them out in smaller units, each to be so located as to serve quickly and economically a well-defined market area. This movement will result in tremendous good to the nation as a whole. It will relieve the congested areas of their population surplus and distribute the population of the country more uniformly over the nation.

It will restore the proper balance between industry and agriculture, for localized industries will furnish agriculture a local market, enabling it to secure better prices for its products with a more stable demand. Agriculture will in turn be able to buy more of the products of industry, so that each will benefit the other and both will function through a far simpler economic structure than prevails today.

We are on the threshold of this development, and no city in the country should profit more than Dallas. Already one of the thirteen principal distributing centers of the nation, Dallas serves quickly and economically one-eighth of the national market. It is situated at the very center, both geographically and economically, of the great Southwest, an area that has greater prospects for future growth than any other similar section in the country. It is inevitable that many of the products now being distributed from Dallas will shortly be manufactured here, shipped to the surrounding territory at substantial savings in distribution charges, give employment to a large number of workers, creating a greatly increased demand for the products of agriculture in the Southwest, thereby furnishing agriculture a market that will enable it to buy and consume more of our manufactured goods.

The accomplishment of this economic balance will bring to the Southwest an era of growth and prosperity such as it has never before experienced. The speedy achievement of this objective should be the primary purpose of finance, industry and agriculture, since to each it means greater opportunities than have ever before existed in this section.



Katy To Spend \$50,000

M. H. Cahill, chairman of the board and president of the Missouri-Kansas-Texas Railway, has announced that \$50,000 will be spent immediately in remodeling and improving the Katy's Texas headquarters office building at Market and Commerce Streets.

Improvements planned are for the purpose of providing employes more efficient working conditions and affording closer contacts between the public and certain of the company's traffic officials.

Modernization Safeguards Your Investments

The Time to Start Remodeling is Now. Building Costs will not Long Remain at Present Low Levels; some Materials have already Advanced.

The Tendency is Distinctly and Emphatically Upward.

By E. B. LaROCHE, Chairman,
Better Homes Exposition and Modernization Campaign.

Throughout the United States and in some foreign countries, there has been and is being expended considerable effort designed to call to the building



E. B. LaROCHE
They are based on accepted principles of property conservation and good business.

First, the building owner should give careful attention to upkeep in order to remedy defects and minor damages incident to wear and tear and usage. If upkeep and maintenance are regularly and efficiently attended to, the inevitable march of depreciation is slowed down and the building returns to its owner greater pleasure and profit over a maximum period of time.

Second, the building owner at intervals finds his property in need of more or less complete rehabilitation. By this is meant such things as a thorough "doing over" of the entire building; repairing or replacing damaged parts; resurfacing and refinishing floors; repainting of the interior and exterior, and the addition of electrical and other conveniences. If the building has been kept in repair all along, it is evident that work of this kind will be easier and far less costly than if neglect, postponement and indifference have characterized the owner's attitude.

Upkeep Slows Depreciation, Preserves Values

Third, the building owner is often faced with the realization that his property is in small or large degree antiquated, and consequently he is denied conveniences and comforts in the home; or opportunity for attractive and successful display of merchandise in the store; or proper interrelation and co-ordination

of departments for the efficient operation of store or factory. In such cases one should thoroughly analyze his needs and determine carefully and logically what his requirements are; then the building in which he lives as his home or in which his business is housed should be subjected to painstaking study and analysis to ascertain two things:

- (a) Is my building structurally sound or can it be made so at a cost that will not be prohibitive?
- (b) Can my building be rearranged to meet my new requirements, to satisfy my wants and at a cost that will be reasonable? In other words, is the investment indicated by my intelligent survey and set-up a sound business venture?

If the answer to these questions is in the affirmative, then you should modernize.

It is fully realized that since the Fall of 1929 building owners, in common with others, have called a halt on the spending of money. In consequence, ordinary upkeep has been almost totally neglected; the little jobs of alteration and repair have not been done and the more comprehensive operations of remodeling and modernizing have been, except in a few instances, postponed. This wholesale postponement of work, which under

normal conditions would have been done, creates a situation today which can only be described as a great potential demand. In this connection, it will be of interest to the people of Dallas to know that the decrease in repair and remodeling work in the City of Dallas over the three-year period ending in December, 1932, from what it would have been if the volume of 1928 and 1929 had been continued, amounts to more than two and one-half million dollars. This applies only to such work as requires a permit from the building inspector's office and does not include any new construction. Add the great mass of minor repair and refinishing work not requiring a permit and the figure will materially increase.

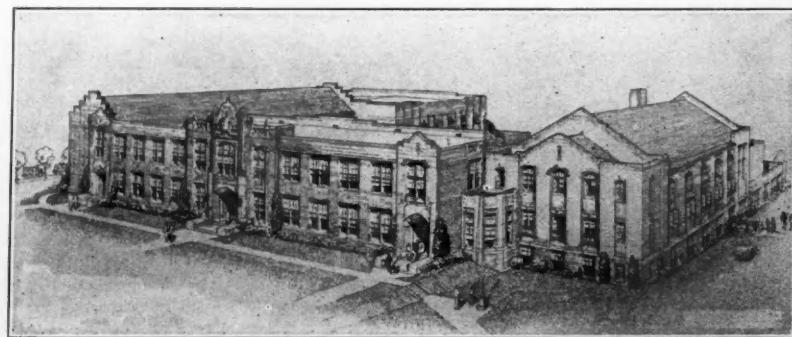
Now what are the facts?

Time for Action is Here

The accumulating need for repairs, remodeling and modernizing is here. Sooner or later the demand must be satisfied. Both skilled and common labor are available at greatly reduced wage scales; materials of all kinds may be secured at extremely low cost. But building costs will not long remain at present low levels; some materials have already advanced. The tendency is distinctly and emphatically upward.

So, Mr. Owner, why not consider carefully at this time the needs of your building, whatever they may be! Make your improvements now while costs are still low and you will at once further your own cause, contribute to returning prosperity and help the fellow who is unemployed.

New Junior High School



The J. L. Long Junior High School, the second unit in the Board of Education's junior high school program, is well on its way toward completion by the next school term in September. The building proper will cost \$192,000, and was planned by Bryan and Sharp, Architects.

Dallas Manufacturing Plants » » What They Make

Each Month under this Heading "Dallas" Publishes Information about Industries located here to acquaint Wholesalers, Retailers and Consumers with Products made in Dallas.

(Editor's Note—Elsewhere in this issue is an article dealing with the trend of industry towards decentralization, pointing definitely to an era of expansion for existing plants and to the coming of many new plants to manufacture goods not now produced in the Southwest in sufficient quantity to supply the market's needs. In this series all plants, large and small, will be mentioned as rapidly as possible. It is believed that these articles will create a wider interest in the products of plants already here as well as in the numerous opportunities that exist for new industries to make goods not at present manufactured here.)

Fancy Pillows The Well-Made Novelty Company, 2704 South Ervay Street, was established in Dallas in September, 1932, by D. R. Weisblatt, formerly engaged in the same business in Los Angeles. Mr. Weisblatt was attracted to Dallas by the demand for his products from this market. The company manufactures all types of cretonne novelties, including chair cushions, fancy pillows, laundry bags, shoe bags and garment bags. Distribution is throughout the Southwest.

• • •
Fine Writing Inks The H. W. Barrow Ink Company, 2615 Hall Street, makes a line of fine writing inks, washable, permanent and chemical proof. W. H. Barrow is the owner. Distribution is largely local at present.

• • •
Men's Work Clothing Herbert Bros. & Trembly, Peak and Bryan Streets, is a consolidation of Herbert Bros. Company, formerly located at Waxahachie, moving to Dallas last year, and the Trembly Manufacturing Company. The company makes work clothing on a contract basis and operates one hundred machines.

• • •
Storage Batteries The Continental Battery Manufacturing Corporation, 621-23 North Washington Avenue, is a new industry in Dallas, having been established in January. H. L. Freear, president, was for thirteen years vice-president and general manager of the Southwest Wheel and Rim Company. The plant manufactures storage batteries and allied products and is one of the three largest and best equipped plants in the Southwest, occupying 20,000 square feet of floor space and has a daily capacity of 200 batteries. Distribution is throughout the Southwest.

• • •
Silk Hosiery The Baker-Moise Hosiery Mills, 6001 Maple Avenue, is the only full-fashioned silk hosiery mill in the Southwest. Its record in four years has been one of constant

growth, its capacity having been enlarged on several occasions, and much of the time it has operated day and night. The company started as a hosiery jobbing house and built its business to the point where it was one of five hosiery concerns in the United States doing a jobbing business annually in excess of one million dollars. In 1929, it acquired its present plant, originally built by the Morten-Davis Hosiery Mills, and is now producing annually more than one million pairs of full-fashioned hosiery. Its distribution, under its trade name of "Vanette," now covers the entire United States and reaches into numerous foreign countries, including New Zealand, Australia, China, South Africa and several Latin-American countries. Officers of the company are J. O. Davis, president; O. W. Burkett, secretary-treasurer, and F. E. Kramer, superintendent. The company pioneered hosiery manufacture in the Southwest and disproved all theories that the finest quality of full-fashioned silk hosiery could not be made in this section.

• • •
Road Graders The Servis Equipment Company, 1813 Clarence Street, entered business twenty years ago as a department of the Austin Bridge Company, making small steel horse-drawn road drags. Today it is a separate corporate entity and manufactures heavy, tractor-drawn road maintainers widely used on road maintenance work throughout the Southwest, as well as the lighter equipment. The heavy graders are equipped with 40-horsepower, three-speed tractor power units, built into the machine, with 16-foot, high-carbon steel blade controlled by a 740-pound blade circle of electric furnace steel. A new development has been the addition of pneumatic tires, front and rear.

• • •
Sail and Duck Boats The American Mill & Manufacturing Company, 3006 Monticello Street, manufactures sail boats and duck boats for sportsmen. Its plant is equipped to build boats to specifications, and the company has recently developed a light, hollow, built-up mast for sail boats. L. B. Jones is owner of the plant, which is well equipped for a number of wood-working operations.

Furniture and Springs The Daltex Manufacturing Corporation recently took over the plant of the Daltex Furniture Company and the Marshall Company, located at the site of the old aviation repair depot at Love Field. The new company has completely revamped its equipment and is now manufacturing bed springs, studio couches, over-stuffed furniture and porch gliders. Output has been increased in the last thirty days and officials state they are still running behind with orders. Further expansions are planned. Officials of the company are Fred C. Herbst, president; C. E. Johnson, vice-president, and Z. R. Langston, secretary-treasurer.

• • •
Airplane Fans The Dallas Engineering Corporation, 1115 Hall Street, during the last five years, has manufactured and sold 20,000 electric fans throughout the United States and Canada, bearing the registered trade name, "Dallas Airplane Fans." These fans are equipped with airplane type propellers and are made in many types and sizes for ventilating, cooling and air conditioning. The company carries stocks in Atlanta, St. Louis, Chicago and New York. Distribution is through large electrical and hardware jobbers in all the principal cities. B. Sonntag, head of the company, states that the company has enjoyed a nice increase in volume each year for the past five years.

♦♦♦ Easter Sunrise Service

An invitation is extended to the general public to attend the annual sunrise Easter service at Fair Park Stadium at 6:30 a. m., Sunday, April 16. This is being conducted jointly by the Dallas and Tancred Commanderies of the Knights Templar. Dr. Grover L. Diehl, pastor of the Central Congregational Church, will deliver the sermon and the Bel Canto quartet will be heard. Ernest W. Speer is commander of the Dallas Commandery and Sam S. Brodgen is commander of the Tancred Commandery.

This most distinctive and colorful service has had an attendance as high as 17,000 in the past and an exceptionally large number is anticipated for April 6.

NEW CONCERN FOR MARCH SHOW INCREASE

During March, 125 new businesses were established in Dallas, a substantially larger number than the ninety-two in January and the 107 in February. Twenty were wholesalers, sixty engaged in retailing, nine in manufacturing, seven in the oil business and twenty-nine classified as miscellaneous. In the number were eight branches of sectional or national concerns.

Among the new concerns for March were the following:

Adams Film Exchanges, Inc., incorporated by Jack K. Adams, Mrs. Myrtle Adams and Jack H. Adams; capital \$1,000.

American Dried Egg Corporation, incorporated for \$10,000 by C. Barnhill, C. M. Powell and H. B. Sanders.

C. B. Anderson Company, 1026 Allen Building; electrical equipment.

Atlantic Petroleum Purchasing Corporation, Magnolia Building; affiliated with Atlantic Refining Company, a new unit formed under the management of William M. Irish, III, to handle the crude purchasing activities of the latter company.

Bellows-Maclay Land Company, Inc., incorporated by W. S. Bellows and James L. Melton; capital stock \$10,000.

Biltmore Parking Garage, 1616 Pacific Avenue; Ridgell Keller and Ashley DeWitt, owners.

Bridges Advertising Service, 1616 Bryan St.; signs.

Jack Bunn Tire Co. (No. 2), 405 South Pearl Street.

City Battery Company, 1808 North Akard Street.

Clary-Lloyd Publications, 1314 Athletic Club Building.

Classified Motor Oil System, 501 North Akard Street.

Covey Furniture Company, 2556 Elm Street.

Crown Optical Company, 625 Santa Fe Building.

Cunningham's Millinery, 601 Central Bank Building.

Dallas Concrete Company, 817 Fidelity Building; construction.

Dallas Sales Company, 409½ North Akard Street; manufacturers' agents, drug and allied lines.

Direct Delivery Service, 1708 Leonard Street.

Dodge Clothing Corporation, 1412 Main Street; retail men's furnishings. Home office, New York.

Down Town Grocery Company, first floor, Sanger Bros.

Elmore Advertising Agency, 405 South Poydras Street.

Fair Theater, 3709 Parry Avenue.

Fat-A-Way Lotion Laboratories, 231 Fidelity Building.

Fifth Avenue Tailors, 429 Wilson Building.

Garrett Poultry House, 1810 Greenville Avenue.

Goldberg Millinery Company, 201 Wholesale Merchants Building.

Grimsley Display Advertising Service, 616 North Akard Street.

Henry's Juvenile Shoe Store, 1811 Elm Street; W. A. Mason, manager.

House Wrecking Lumber Co., 818 Fleming Street.

Houston Ice & Brewing Company, 1017 Republic Bank Building.

J. A. Humphrey, 508 Gulf States Building; oil leases.

Hunter Manufacturing Company of New York, 219 Mercantile Building; James M. Mullarkey, representative.

Inter-City Trucking Company, 2505 Pacific Avenue.

Jefferson Amusement Company, 601 Melba Building; R. J. Potter, Dallas manager.

Klean-Tex Cover Company, 622 West Davis Street; S. Eikner, owner; seat covers.

Lacy & Company, 1426 N. Zang's Boulevard; home office, St. Louis; Henry C. Gordon, manager; wholesale distributors of drugs, chemicals and pharmaceuticals.

H. D. Lemmon & Company, 303 First National Bank Building; insurance.

Lone Wolf Manufacturing Co., 120 North Haskell Avenue; barbers' supplies.

Long & Harman, Inc., incorporated for \$25,000 by F. W. Long, V. Harman and L. A. Winship; manufacturing.

McKamey-Campbell Funeral Home, 1921 Forest Avenue.

McLaughlin Hosiery Shop, Elm and Ervy Streets.

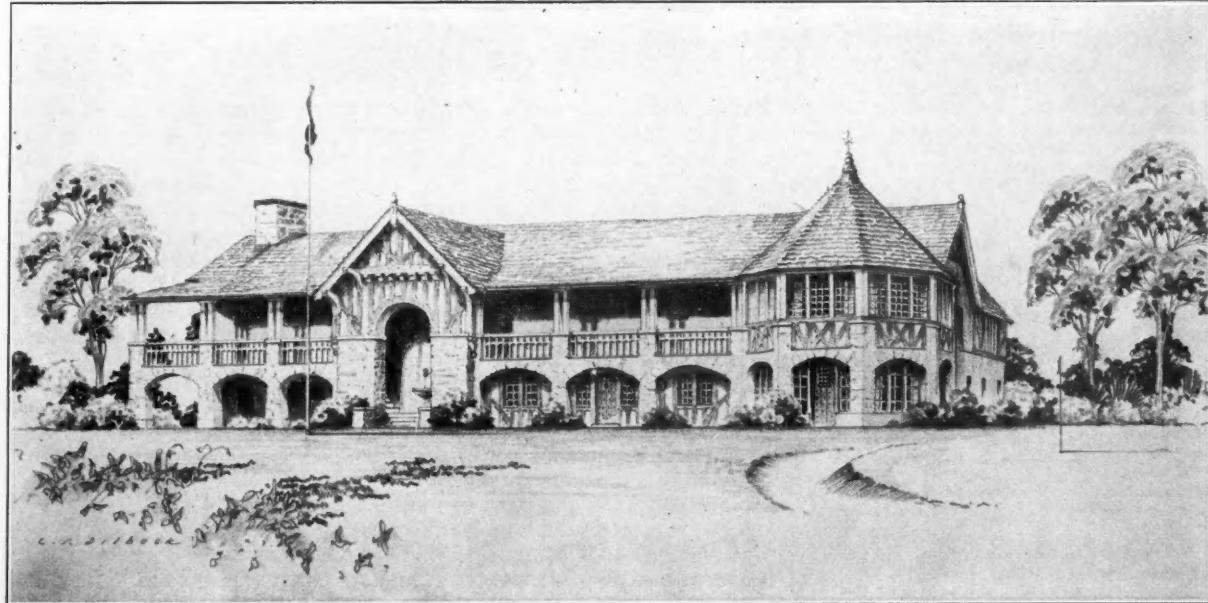
M. & M. Distribution Corporation, incorporated for \$2,500 by D. C. Meek and Richard C. Meek.

Mather & Huddleston, 710 Santa Fe Building.

Money & Perry, 1503 Pacific Avenue; candy.

(Continued on Page 18)

New Cedar Crest Country Club Nears Completion



Charles Stevens Dilbeck, Architect



Dallas

Official Organ of the Chamber of Commerce

Published Monthly

CLYDE V. WALLIS, Editor

EARL Y. BATEMAN, Business Manager

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OFFICE: Chamber of Commerce Bldg.
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SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

The New Deal

Our interpretation of the "new deal" is action; intelligent, courageous and aggressive action. And it is exactly the thing needed to start business up the road to recovery and permanent prosperity.

For months we have been doing lots of talking, but no one seemed to get around to the point of actually doing anything about it.

The time for profitless discussion is past. Our new leader and President has shown that he has a remarkable understanding of what is needed and that he is a man of fearless action. Equipped with the five greatest attributes a man can have, namely, ability, courage, sincerity, personality and tact, he is indeed a man of destiny. With the generous assistance of Congress and his able helpers he has accomplished wonders in the past three weeks. As a result, business has definitely shown the greatest recovery in the history of the world. From fear and inactivity to confidence and intelligent activity in a period of three weeks is "going some" but certainly demonstrates the effectiveness of courageous action.

Now that Washington has furnished the necessary preliminary impetus, it is now up to the community, the business houses and to families and individuals to contribute something in the way of constructive action to carry the program through to complete recovery.

Surely we have the "guts" to do our part.



What This Country Needs

We have often heard the famous saying originated by ex-Vice-President Marshall that "What America really needs is a good five cent cigar." That has been obtained as there are now many good five cent cigars, but we have found that when cigars went to five cents it was because cotton had also gone to five cents and wheat and other commodities down in proportion. So we have come to the conclusion that maybe it is better to have a ten or fifteen cent cigar since conditions govern the price of cigars and therefore sometimes it's harder to pay for a five cent one than it is for a ten-center.

So what this country really needs is "ten cent cotton and six-bit wheat." That would indeed restore prosperity and put men to work.

The President realizes this and has advocated plans that will surely bring this about such as his reciprocal tariff ideas and similar plans to develop world trade.

We are of the opinion that the next six months will witness marked improvement in the price of all commodities. Certainly they are ideal investments at their present prices.



Green Light Ahead

Few people have had the opportunity to experience the thrill of a ride on one of the magnificent passenger engines of today. Capable of pulling from twelve to fifteen heavy Pullmans at the rate of seventy-five or more miles an hour, it is indeed a wonderful experience to sit in the cab as it roars and thunders down the track under perfect control at all times.

It was the privilege of the writer to ride with the engineer of one of these remarkable monsters recently, when it was necessary to go a distance of thirty-eight miles in thirty-six minutes, and although he was greatly fascinated by the ease with which this was done, the thing that really impressed him most was something that might have been considered trivial to some.

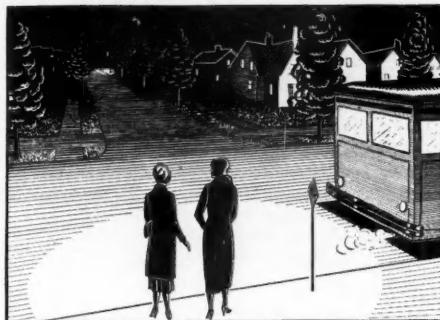
As this engine drove along, each time it came in sight of a block signal, the engineer would turn to the fireman and yell "green light" and the fireman would reply "check." It is an unbreakable rule of that railway system that the engineer and fireman check each other on the signal light ahead as a measure of safety to its patrons.

Of course, the green light on the block and also on the street signal means the way is clear ahead and to proceed forward.

The thought that came to the writer was that the block signal light of business has now turned green and we can proceed with safety and success.

Let's get going.

Danger Lurks In the Dark



The prospect of walking or driving down a dark and lonely street at night calls for courage. Fear of the dangers that lurk in the darkness keeps many at home who would otherwise go shopping or seek recreation in downtown or suburban business sections.

LIGHT BUILDS BUSINESS

A DAY-LIGHT robbery is front page news in Dallas papers. But night-time burglaries are too common to receive more than passing mention in the press. You have observed, also, that the most tragic and costly accidents are reported in morning newspapers—within a few hours of their occurrence during the dark night. This is because crime flourishes in the dark and accident hazards are many times greater at night. Dark streets and alleys conceal the stealthy criminal. Shadows discount the precautions of the most careful automobile driver.

Since the beginning, mankind has feared the dark, and found light his best protector. Even now, when light is diminished, progress ceases and business backs up. All trade stops when the lights go out. So the progressive business man uses light as an ally.

Trade follows light, invariably, for buyers will not dare the risks of dark streets at night; shoppers do not look into unlighted windows; pleasure seekers avoid a gloomy theater. But light attracts customers as it protects them. Light builds business for those who use it effectively.

Reduction of lighting is false economy. Whether it is window lighting, street lighting, store or sign lighting, diminished illumination will discourage business and result in far greater economic loss than the slight saving in the cost of electric service. Business cannot revive so long as lights are dim.

Turn up the light and overcome depression! Business establishments in bright cities where light is employed effectively testify that Light Builds Business.

Free Advisory Service

Adequate and more effective lighting does not always require increased use of electricity. Often a rearrangement of the present installation will greatly increase its efficiency. To assist its patrons in accomplishing this desired result, your electric service company maintains a staff of skilled electrical engineers whose services are at your disposal without cost. These men will gladly survey your electrical set-up and advise you frankly and impartially what is necessary to make it more efficient.

Phone 2-9321 Station 356

Dallas Power & Light Company

BUSINESS MEN

.... are impressed with the service we render. We assist in the selection of material and pattern best suited to the individual, which assures utmost comfort and personal satisfaction.



Spring Suitings at \$55.00
and up.

They are made in Dallas
and

"What Dallas Makes Makes Dallas"

Gray & Graham Company

Texas Leading Tailors

DALLAS

3.2%

After making drawings for Advertisers for fifteen years and taking a course in Advertising at Columbia University, if there is not at least 3.2% Advertising Sense in my work—I've been fooled.

Anyway, it is my belief that my Art Work will put a little "Kick" in your advertising and if you need that kind of work—it's on tap at my office.

Not enough to be intoxicating but sufficient to make your Advertising pleasant to the consumer.

Come up and see me or Call.

HUGH CARGO

1816 Allen Building

D A L L A S



Chamber Department Safeguards

City's Transportation Interests

The Transportation Department of the Dallas Chamber of Commerce is the tireless sentinel of Dallas shippers and receivers of freight, keeping an alert eye ever on all proposed changes in freight rates, rules, regulations, legislation and in freight, passenger, express and postal service; analyzing these proposed changes and protecting the interests of Dallas and its trade territory.

With an able staff, an extensive freight rate tariff file, and a full share of legal, traffic and transportation records, this Department is equipped and prepared to solve any traffic or transportation problem that may confront shippers and receivers of freight in Dallas. The major services this Department is capable of rendering are listed and discussed briefly below, so that shippers may know them and use them to advantage.

Freight Rates and Routes

With as complete a freight rate tariff file as any in this section of the country, this Department is prepared to quote railroad, motor truck and express rates from and to all points in the country; coastwise steamship rates and overseas steamship rates promptly on request, either by telephone, wire or letter to members. It is also prepared to compile for members rate schedules showing rates from Dallas to various consuming points compared with the rates from competitive markets to such consuming points.

The cost of transportation is an important factor in the marketing of merchandise. In order to successfully and profitably market any product, or make an intelligent bid for business involving the movement of materials or equipment, it is necessary to know the cost of transportation not only from the market to the consuming point, but also from competitive markets to the consuming point.

Closely in connection with our rate quotations come our routing instructions. The Department is able to furnish routing instructions from, to and between all points in the country.

While for the average shipping clerk the proper routing of traffic is an advanced phase, it is essential in efficient traffic management. Due to the fact that the existing law provides, where routing instructions are not inserted in the bill of lading by the shipper, the liability of forwarding traffic via the lowest rated route is placed upon the carrier, it has been the general practice of shippers to leave the routing of shipments to the judgment of carriers. Although this assures the shipper of the lowest available rate, it often results in delay. During these times, when both retail and wholesale merchants are buying in smaller lots, the fastest possible service is in demand, and the insertion of

specific routing instructions in the bill of lading by the shipper is growing.

Another angle in connection with routing is the fact that there are several modes of transportation in the United States. The services via these several modes vary. This is also true of their rates, the slow service carrying the low rates. With the knowledge as to which service will deliver his goods at a given time, the shipper is often enabled to effect a saving in his freight rates.

There is published by this Department a routing circular, showing, among other pertinent information, the preferred routings and the time in transit of shipments from Dallas to all points in the states of Arkansas, Louisiana, Oklahoma and Texas. This routing circular is available to those who desire it without charge.

Terminal, Switching Charges, Custom Duties

The Department is in position to furnish or will secure information as to terminal, transit, switching, wharfage, and other charges incident to the transportation of commerce. It is able to secure immediately information concerning custom duties on import and export traffic.

Adjustment of Freight Claims, Tariff Interpretation

One of our most important services is advising and assisting shippers in the filing and adjustment of loss and damage and overcharge claims; also the adjustment of undercharge claims filed against them by carriers.

Practically all claims involve the technical and legal interpretation of freight tariffs, and certain documents and information must be furnished to the carriers in connection with them. In most cases shippers must seek advice in these matters. The Transportation Department is in position to furnish promptly dependable information and assistance in connection with controversies arising between shipper and carrier.

Rate Adjustments

To act as an intermediary between shippers and carriers is one of the main objects in the establishment of this Department; and, where it is found that rates work to the disadvantage of shippers in Dallas, it is in position to file application with the carriers for a change in the rates and to work co-operatively with the carriers in correcting the situation. It is also working continuously with carriers in securing the cancellation of changes proposed by outside interests that work to the disadvantage of Dallas shippers.

Handling of Formal Complaints

Where co-operative efforts fail to adjust unjust and discriminatory transportation charges and conditions in Dallas

and its trade territory, and where the matters involved justify the expense, formal complaints are filed before the regulatory body of jurisdiction, by this Department.

Shippers and receivers of freight are at all times free to consult with this Department concerning their traffic and transportation problems. The above generally covers the major services of this Department. However, it is prepared and glad to furnish prompt and dependable information and assistance in connection with any problem pertaining to traffic and transportation.

◆◆◆

Buying Power of Dallas Families

Dallas families have greater buying power than any other city in the Southwest, according to a compilation made by the E. Katz Special Advertising Agency, New York, from census reports and other government figures.

These figures show that 40.3 per cent of Dallas families have radio sets, as compared with 21.9 for Houston, 34.5 for Fort Worth, 26.1 for San Antonio, 36.5 for Oklahoma City, and 39.6 for Tulsa.

Dallas has 59.0 residence telephones per 100 families, Houston 49.0, Fort Worth 49.2, San Antonio 41.2, Oklahoma City 55.6 and Tulsa 59.4.

Dallas filed 15,454 income tax returns, Houston 15,230, Fort Worth 6,324, San Antonio 8,638, Oklahoma City 7,525 and Tulsa 9,110.

Per capita retail sales in Dallas were \$696, Houston \$634, Fort Worth \$665, San Antonio \$531, Oklahoma City \$645 and Tulsa \$661.

The above figures are for corporate limits only. If Highland Park and University Park are added, they materially increase the Dallas figures.

◆◆◆

Two New Directories

Two new classified directories of Texas manufacturers have recently been published, "The Texas Industrial Record," by Progressive Texans, Inc., and "Directory of Texas Manufacturers," by the Bureau of Business Research of the University of Texas, at Austin.

Copies of the "Texas Industrial Record" may be secured from the Harben-Spotts Company, Inc., Insurance Building, Dallas, and copies of the "Directory of Texas Manufacturers" from the Bureau of Business Research of the University of Texas, at Austin. The former sells for \$3.50 per copy, the latter for \$1 per copy.

Dallas manufacturers are urged to consult these directories, check their classifications, and notify the publishers of any changes or additional listings they may desire, so that the Dallas listings may be more nearly complete in forthcoming issues. A copy of each directory is available for reference in the office of the Industrial Department, sixth floor of the Chamber of Commerce Building.

BUSINESS PULSE QUICKENS

Retailers report increase in buying, with revival of interest in quality merchandise. Some stores compelled to call in extra workers to handle crowds of shoppers.

• •

Architects' offices feel business stimulus, inquiries indicating that many persons are planning to build homes quickly before labor and material costs go up.

• •

Dallas clothing industries displaying signs "Skilled Operators Wanted."

• •

Thirty-seven new automobiles registered in Dallas in one day, best record of sales for two years. Liberal sprinkling of higher priced cars in the list.

• •

Security houses report revival of interest on the part of investors.

• •

Realtors find marked change in prospects' attitude, with big jump in sales predicted.

• •

Hotels report substantial increase in business, with excellent outlook for April, May and June, with substantial number of important conventions booked.

• •

Milk and bread price "wars" apparently over with prices back at reasonable levels.

• •

Tremendous increase in inquiries received by the Chamber from all portions of the Southwest and from Mexico, asking where certain articles may be purchased in Dallas.

• •

For two consecutive weeks Dallas bank clearings exceed by six million and nine million, respectively, the same weeks last year.

• •

Bank debits jump four and one-half million over comparative week last year, first substantial upward turn in debits since 1929.

• •

For the first time since November, 1929, bank debits in the Eleventh Federal Reserve District showed a substantial increase over the corresponding week of the previous year.

• •

Lumber prices advance ten to twenty per cent in new buying wave.

• •

Several important raw materials used in paint have increased materially in price. Manufacturers expect these increases to be reflected shortly in higher prices for paint.

• •

Dr. Stephen I. Miller, nationally known economist, director of economics for Dun & Bradstreet, predicted in an address here that business would increase twenty per cent in 1933.

Experience

Emerson said: "The years teach much the days never know." And we believe that nothing is so valuable in banking as experience. For only experience can develop the skill needed to apply the sound principles of banking to the practical needs of customers. This bank has been acquiring that kind of skill since 1875.



**First National
Bank**

in Dallas

INTERNATIONAL TRUCKS

New Low-Priced 2-Ton International

To satisfy the present-day need for a low-priced, high-quality 2-ton truck, International Harvester offers an outstanding 1933 value in the new six-cylinder Model B-4. The new B-4 is available in three wheelbases, 145 inches for dump and semi-trailer service and 170 and 185 inches for general hauling.

\$995

F. O. B. Factory
CHASSIS ONLY

INTERNATIONAL HARVESTER COMPANY OF AMERICA

(INCORPORATED)

405 SECOND AVENUE

DALLAS

Possible to Save
\$300,000 More By

Reducing Losses

A. L. Ruebel, operating manager of Butler Bros., in Dallas, has been elected chairman of the Dallas Fire Prevention Council for the eighth consecutive time, having been named chairman when the Council was organized in 1926, shortly after it was created by a city ordinance. Dallas' reputation as a "hot city" is rapidly cooling off, according to Mr. Ruebel, who is appealing to all citizens of Dallas to help the Council, the fire department and the fire marshal in further reducing fire losses in Dallas.

"The citizens of Dallas paid about \$2,000,000 for fire insurance premiums in 1932," says Mr. Ruebel. "This amount might have been \$300,000 less if we had earned the fifteen per cent credit, such as was earned by San Antonio in 1932; on the other hand, unless we continue or increase our present efforts to prevent fires, we might suffer as much as a fifteen per cent penalty which would make us pay \$300,000 more for the same protection. This differential of \$600,000 is up to us as the Dallas rate this year is the manual rate; next year we can receive a credit of three, six, nine, twelve or fifteen per cent or we can suffer a penalty of the same percentages. The ratio of losses paid to premiums collected determine credits and penalties."

"The first two months of 1933 show a total fire loss in Dallas of only \$159,082, compared with \$276,572 for the same months of 1932 and with \$209,553 in 1931. January, 1932, was abnormally large but for the year of 1932 we decreased our losses about \$200,000 as compared with 1931. We can, with the help of all concerned, make a still larger decrease in fire losses in 1933."

"The Fire Prevention Council of Dallas is grateful to the fire department, the fire marshal, the fire insurance agents and the citizens of Dallas who have cooperated in fire prevention work and who made it possible for Dallas to receive first place award in Texas and second in the United States for fire prevention week activities. In this connection, Dallas appreciates the wonderful work that has been done by Assistant District Attorney Owen George who has charge of arson investigations in Dallas. Mr. George and the investigators from the fire marshal's office investigated about 200 suspicious fires in 1932; charges of arson were filed against twenty-three persons and charges of attempted arson against two."

steak on a gliding broiler, and that cook a dinner by clock control.

...then buy one for her!

• A Gas Range cooks for much less cash than any other spotless system.

• No expensive installation for this MODERN cooking machinery. No elaborate wiring. No breakable burners.



LONE STAR
The Dallas  Gas Company
GAS SYSTEM

The Porter Burgess Company, Preston and Jackson Streets, has been named distributor for this territory for Motorola, automobile radio manufactured by the Galvin Manufacturing Company of Chicago.

Sales Managers to Meet Here May 5

The third annual conference of the Southwestern Sales Managers' Association will meet in Dallas May 5. W. V. Ballew, president of the Dallas Sales Managers' Club, has announced that an unusual program is being arranged, both from the standpoint of entertainment and talks by able speakers.

J. P. (Jack) Robinson, chairman of the registration and attendance committee, reports that registrations are coming in rapidly and that a representative attendance is assured from a wide territory including Texas, Oklahoma, Arkansas, Louisiana and Kansas. All executives interested in increasing their sales are invited to register.

Bentley Young is chairman of the entertainment committee. R. B. Galloway, chairman of the program committee, has announced the following tentative program, with negotiations still pending for another speaker of national prominence:

Tentative Program

1. Ralph Carney, sales promotion director, Coleman Lamp Company, Wichita, Kansas. Subject: "A Challenge to Sales Managers."

2. J. P. (Jack) Robinson, superintendent of agencies, West Coast Life Ins. Co., Dallas. Subject: "Meeting Objections."

3. Harry Knowles, pastor, First Christian Church, Houston. Subject: "If I Were a Sales Manager."

4. Ben E. Keith, president, Ben E. Keith Co., Ft. Worth. Subject: "Getting and Keeping a Salesman on His Toes."

5. Wm. Ochsse, president, San Antonio Drug Co., San Antonio. Subject: "The Advertising Program—How to Make it Pay."

6. Henry W. Stanley, trade extension director, Dallas Chamber of Commerce. Subject: "Salesmanship the Keystone in the Arch of Business." (Educating the retail salesman to sell your products.)

♦♦♦

Dallas-Made Book

Wins National Prize

High tribute to the printing and book-binding industry in Dallas was paid by the American Institute of Graphic Arts in choosing a Dallas-made book as one of the "Fifty Books of the Year." Selection was based on the merit of the volume as an example of fine printing, designing and binding. The book, "Miss Zilphia Gant," was designed and printed by J. M. Colville & Son, cover-making and binding by the American Beauty Cover Company, published by the Book Club of Texas, under the direction of H. Stanley Marcus, president. More than 600 books from the principal publishers of the country figured in the competition.

Designing the Mailing Piece

By MARVIN WINSETT

There are several important factors to be considered in planning a distinctive and effective mailing piece. It is difficult to do much more than enumerate and emphasize them in a short article.

Chief among these important things to be considered in the makeup of a mailing piece are copy, layout, illustration, paper stock, typographic style and color. The correct use of these will assure an attractive and efficient mailing piece.

Available paper stocks offer a wide range of choice in locating the exact kind of paper to suit a given job and fit the subject precisely. Most up-to-date printers and typographers have an assortment of type faces ranging from coarse bold display to that of classic design. Colors are not unlike music in that they can be used to produce certain effects, feelings and ideas. There are gay colors, sad colors, warm colors, cool colors, etc. They have a wide range of usefulness when handled properly; however, they must be used intelligently and cautiously or they will upset the proverbial apple cart.

Here are two extreme parallels drawn merely for comparative purposes. Almost without exception, every worthwhile and properly designed mailing piece requires individual and different treatment. For instance, one designed for ladies' high-grade wearing apparel would require almost the opposite handling from one planned for farm implements. The former, being directed only to women, should be done on a distinctive high-grade paper stock; if colors are used they should be subdued, refined. Type faces should be classic, not too bold. Modern type faces can be used to good advantage. The finished piece would suggest refined feminine quality and present the merchandise to the best advantage.

Effective Piece Must be Planned

Almost the reverse would be true in planning a mailing piece for farm implements. In this case the reader is a man, a farmer. A man who would not be impressed with a fancy style. This

mailing piece must be masculine in feeling. The paper stock should convey the idea of sturdy dependability. If colors are used they should be strong. Type faces should be bold and striking. The finished piece would in itself suggest the merchandise.

An efficient mailing piece does not just happen. More often it is the result of considerable thought and planning. Besides a study of its subject matter, thought must be given to the reader of it . . . what sex, what age, class, etc. This brings in the mailing list which will not be discussed here.

After these important things have been studied and considered, there still remain three other all-important factors! Copy, layout and illustration. No matter how attractive the paper stock, how appropriate the typography, how effective the colors used, it is practically wasted unless these elements are good! The layout and illustrations must be right to assure the copy being read. The copy must be planned according to well-defined rules to assure desired results. The whole in its entirety must fit together like a well-planned house. If the mailing piece is mailed under its own cover or in an envelope, the "Teaser" (advertising slang) on the outside should be so worded as to compel attention and tempt the receiver to open and read the message within. It may either arouse curiosity, be of self-interest, or news to the recipient, or may have these elements combined. After the reader has been induced to open the piece it is up to the copy to do the rest. The copy should be so worded as to hold the interest of the reader, create desire and finally get action or response. Do not fail to let the reader know what is desired of him or her!

♦♦♦

Texas Leads the World In Oil Production

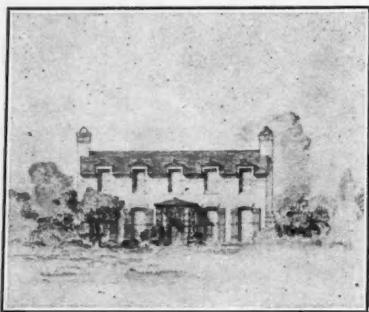
Texas produces more oil annually than any other State or nation. In 1932 Texas production exceeded Russia and Venezuela combined, the second and third countries in oil production.

Texas production figures for 1932 were 311,069,000 barrels, forty per cent of the United States total of 781,845,000. Russia produced 155,250,000 barrels and Venezuela 116,300,000.

The world's greatest oil-producing area, East Texas, with its wells prorated to a small fraction of their potential, accounted for 120,158,000 of the country's total.



New Model B-4, two-ton, 170" wheelbase, International truck sold to Pollock Paper and Box Company, Dallas.



Morton Bigger Residence Lovers Lane

A House In the Texas Style

By DAVID R. WILLIAMS, Architect

This is the fourth of a series of advertisements, featuring Southwestern Architecture, appearing every month through courtesy of the firms listed below.

Brick and Roofing Tile—Fraser Brick Company, Central Bank Building.

Dallas' Largest Home Furnishers—Hart Furniture Company, 1933 Elm Street.

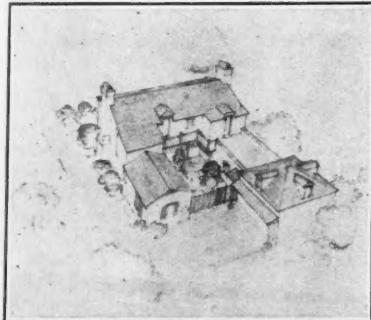
Insurance—A. C. Prendergast & Company, Agents—Travelers Insurance Co., Republic Bank Building.

Lumber—Robinson-Brewington Lbr. Co., 2021 McKinney Avenue.

Landscape Architects—Wilson Mickey, 2425 Pacific Avenue.

Plumbing Fixtures and Supplies—Standard Sanitary Mfg. Co., 1200 Jackson Street.

Utilities—Dallas Power & Light Co.



THIS "Airplane" rear view of the Morton Bigger house shows what might be termed a mixture of Spanish and French colonial influences on early Texas architecture. The same court, or patio, and the roof-garden over the kitchen wing are pleasant features of plan used by both French and Spanish colonists throughout the South from Charleston to Mexico. The patio idea of plan gives each room outside opening on three sides, insuring perfect cross ventilation and summer coolness so desirable in this climate. The early Texans built their houses to suit locations, manner of living and climate.

WHAT GOOD WILL TOURS MEAN TO DALLAS BUSINESS

ITINERARY

32nd Annual Good Will Tour

April 24-25-26-27, 1933

First Day: Commerce, Sulphur Springs, Mt. Vernon, Mt. Pleasant, Pittsburg, Gilmer, Big Sandy, Winona, Tyler, Jacksonville.

Second Day: Palestine, Oakwood, Jewett, Marquez, Franklin, Hearne, Bryan, Milligan, Navasota, Somerville, Brenham.

Third Day: Cameron, Rogers, Temple, Belton, Killeen, Lampasas, Lometa, San Saba, Richland Springs, Brady.

Fourth Day: Brownwood, Blankett, Comanche, Dublin, Stephenville, Bluffdale, Granbury, Creson, Cleburne, Dallas.

By JACK ROBINSON

Many individuals, I imagine, have an idea that these annual good will tours are joy-rides and vacations for a jolly bunch of hail-fellows-well-met who welcome the opportunity of getting away for a few days from the monotonous routine of everyday work. That is the wrong impression.

True enough the Trade Trippers have a good time. It's always nice to be able to mingle freely and without restraint with friends and business associates. And after nightfall it's fun to take part in the comic antics incident to initiations in the G. B. G. H. secret organization. It's fun to exchange experiences, reminisce, tell jokes and generally relax after a hard grinding day. But—

Ambassadors of Good Will

Once a man has taken a Good Will Trip he becomes aware of the deeper significance of it. He wakes up to a realization of the fact that the Good Will Trip is a serious-minded, cold-blooded business proposition. The individual Trade Tripper is a self-appointed ambassador of Good Will from the Courts of Trade which are in Dallas. His chief concern is to carry a message to the inhabitants, especially the business men, in the outlying towns and cities. His motive is essentially perhaps a selfish one because he certainly contemplates and anticipates the personal material benefits which may, and undoubtedly will accrue. But that's perfectly logical, normal! It's even praiseworthy, because it is an evidence of the fact he is alive to the possibilities. He knows that by promoting Dallas he promotes his own business.

FOR GOOD

PRINTING

• DIAL 7-1259

GINNER & MILLER PUBLISHING CO.

3116-18 Commerce Street
DALLAS

RICHARD HAUGHTON, President
W. G. OLIVER, Sec'y. and Treas.

That alone should prompt the Dallas business man to show a lively interest in the Good Will Trips but there are other considerations.

Isn't it true that we derive most of our pleasure and even profit in life through the instrumentality of our friends? Sure, we do!

The average person would be amazed at the result if he should try to list the names of all persons he could classify as friends or acquaintances. Try it some time. The average person will say, if asked, that he can readily list five or six hundred names on such a list. You will be interested when you try it, if you do, to observe that when you get down around number fifty-six or sixty-four, or somewhere along there, that you have about run out of material. Don't deny it until you try it.

Friendships that Last

It is perhaps true that many real and lasting friendships have been the result of contacts on the Trade Trips. It is true in my case and I am about the average. Today, among acquaintances I have made on the last two trade trips, I call by their first name not less than sixty mighty fine fellows. The nice thing about it is that they are all mighty fine business men in addition to that. We've been together on a Trade Trip. We've had a common cause. We've been motivated by the good old team spirit. We've trudged up the main street of many a Texas town in a blistering sun, keeping step with the lively music of a snappy band. We've passed out our souvenirs. We've listened to the welcome address and the response. We've trudged back to the train, sweaty and tired and foot-sore, but feelin' like a million. Good fellowship. Lively interest. A pervading sense of responsibility and a real concern for the success of the thing we are trying to do.

It's the spirit that counts. And on these trips are men who mean something in Dallas. When they are your friends they mean something to you. And certainly there never was and never will be a better way to make friends that are worthwhile. And I consider it a wonderful opportunity to serve the community in which I live and from which I expect my livelihood, by the simple process of mingling and working and planning with a bunch of the finest fellows that ever flung a pencil or a pennant to a neighbor.

You may have gained the impression from what I have said that I am a hundred per cent dyed-in-the-wool Trade Tripper. Well, I am!

I'll be seein' you!

• • •

The Radio Equipment Company of Texas, 939 South Lamar Street, has been named Texas distributor for Zenith radios, made by the Zenith Radio Corporation of Chicago; Grunow electric refrigerators, manufactured by the Grunow Corporation, Chicago, and Automatic washers and ironers, made by the Automatic Electric Washer Company, Newton, Iowa.



MANY of Dallas' Leading Business Firms and Professional Men Prefer This Building for Its Convenience, Economy and Character

MERCANTILE BUILDING

MAIN AT LAMAR STREET

HILTON HOTELS

Serving 8 Texas Cities

WHEN YOU ARE IN DALLAS
WACO » MARLIN » ABILENE
SAN ANGELO » LUBBOCK
PLAINVIEW or EL PASO

**Enjoy Hilton Hospitality
and Profit by Our Rates**

\$2.00 » \$2.50 « \$3.00

▼ **NOW Is the Time To Use a Page Advertisement In DALLAS**
It Will Be Good for Your Business ▼

NEW CONCERNS

(Continued from Page 9)

Moore Bros., Inc., incorporated for \$6,000 by R. F. Lusk, C. H. Lusk and W. B. Moore; manufacturing.

Napoleonic Oil Corporation, incorporated for \$1,000 by M. I. Burke, L. L. Struod and H. C. Dunn.

National Securities Corporation, 1524 Allen Building; investments, home office, Des Moines, Iowa.

New Deal Typewriter Company, 316 North Ervay Street; Guy R. Curtis, owner.

Philadelphia Carpet Company, 311 Santa Fe Building; W. H. Hirst, factory representative; home office, Philadelphia, Pa.

Pyroil Company of Dallas, 209 South Houston Street; lubricants.

Reconstruction Food Company, Inc., incorporated for \$10,000 by F. O. Burns, S. D. Pottinger and R. L. James.

Red Drum Carbonic Gas Company, 2607 South Ervay Street; carbonic gas.

Reynolds Auto Parts Company, Forest Avenue Road.

Rush Paper Company, 2024 Canton Street; paper supplies; Allen Rush, formerly of St. Louis.

Sears, Roebuck & Company, 3428 Oak Lawn Avenue; branch retail store.

Silktx, Inc., 1110 Commerce Street; manufacturers of women's and children's dresses and underwear; A. Steinhaus, president.

Smith & Strouss, 422 Linz Building; oil producers.

Southern Oil & Grease Company, 511 South St. Paul Street.

The Southern Company, 102 Thomas Building; construction engineers; J. H. Perkins, manager.

South Chester Tube Company, Chester, Pa., named Burt S. Shafer, 4313 Fairfax Avenue, sales representative for the mid-continent district.

Southwestern Produce Exchange, 1000 Camp Street; wholesale poultry and eggs; H. T. Holton, manager.

Stratford Oil Corporation, chartered by R. Rivers Mizell, J. B. Darbonne and Sawnie Robertson.

Swiss Dairy Stores, Inc., 519 W. Davis Street; ice cream; John B. McHill, president.

Texas Flower Shop, 365 North Jefferson Avenue; florists; James E. Lowe.

Theatre Safety Service Co., 304½ South Harwood Street.

Triangle Supply Company, 208 Lane Street; beauty parlor supplies.

C. C. White, 1907 Commerce Street; distributor for Majestic radios.

Williamson Cotton Company, incorporated for \$10,000 by R. W. Williamson and Maurice E. Purnell.

♦♦♦

Eddie Cantor, addressing the monthly meeting of the Chamber: "It is my honest belief that Texas will be the first state to recover. We have broken every known theater attendance record in our trip through Texas."

FRIEND IN NEED Benefit Association

First payment shall be, for all ages under 51 years, one assessment plus \$1.00 and for all ages over 51 years shall be one assessment plus \$2.00.

MONTHLY ASSESSMENT RATES

Age	Not to Exceed \$1,000.00	Rate
2 to 15 inclusive		\$.80
16 to 22 "		.90
23 to 30 "		1.10
31 to 35 "		1.20
36 to 40 "		1.40
41 to 45 "		1.60
46 to 50 "		1.80
51 to 56 "		2.20
57 to 60 "		3.10
61 to 65 "		4.50
66 to 69 "		5.50
Not to Exceed \$500.00		
70 to 74 inclusive		4.50

Examination required on all ages over 50 years.

Assessments shall be collected monthly or as needed if more than twelve such assessments in any one year is required to retire all claims.

U. S. FOX, President
904 Kirby Bldg. 2-2845

Elections are over, the first of the year has come and gone, we got that new deal on March 4th—so "whatcha" waiting on NOW, Big Boy? If you want to show a profit in 1933, better quit waiting and start SELLING.

IRA E. DEJERNETT

Advertising

919 Santa Fe Building—Phone 2-8168

Security Investments

Listed and Unlisted Stocks and Bonds

A complete digest will be furnished you on any listed or unlisted stock or bond that you may now hold or are interested in upon request, and without obligation to you.

You may also arrange to make purchases on low, convenient terms.

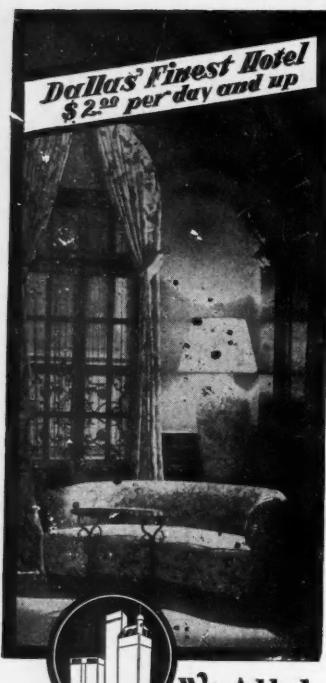
Write or Call TODAY

General Securities Co.

ALLEN BUILDING

Dallas

Telephone 2-0827



**We Added
A Feminine Touch!**

TO ASSURE the comfort and pleasure of our feminine guests, we created an exclusive lounge for them. Here they may meet their friends, or spend their leisure moments, in privacy comparable to their own homes.

The exclusive Ladies' Lounge is beautifully decorated, is conveniently located on the main floor, yet it is removed from the annoyance of public gaze. This is just another of the many reasons why THE ADOLPHUS HOTEL is—

Preferred by Those Knowing

The Adolphus
Hotel

OTTO SCHUBERT, JR.
Manager

DALLAS, TEXAS

Interior View of Dallas' Finest, Most Popular Hotel

▲ 102

PANSY TEA ROOM

LEAFE 2916 Maple, Opposite
Stoneleigh Court
Pansy (Leaf) Shepherd
Special plate
lunch, 35c
10% Dinners, 50c & 75c
Discount Phone 7-4285

When this Advertisement is Presented

Filling a Need

"In its discussions of the current economic situation in Texas, THE TEXAS WEEKLY has come to fill a long-felt want in the State for clear and unbiased interpretation of fundamental questions affecting the people's welfare," said a well-known public-spirited Texas business man recently.

And outside of Texas, readers in almost every State in the Union, interested in the growth and development of Texas, look to THE TEXAS WEEKLY for accurate information on affairs in the State. No other publication fills their need as does THE TEXAS WEEKLY, they say.

By the Year—Five Dollars - A Copy—Ten Cents

THE TEXAS WEEKLY

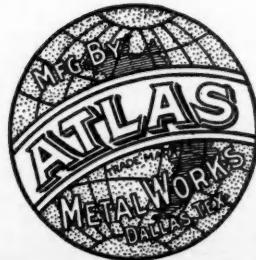
Edited by Peter Molyneaux

"America's Most Widely Quoted Regional Periodical"
DALLAS, TEXAS

A Complete Banking, Trust and Investment Service

Republic National Bank and Trust Co.

Dallas, Texas



CANNON BALL TOWEL SUPPLY COMPANY

2009 Orange Street
Telephone 2-2736
Dallas, Texas

Everything Furnished in the Towel Supply Line
SERVICE UNEXCELLED

BUSINESS OPPORTUNITIES

(NOTE: The Chamber receives numerous letters from concerns desiring representation in the Southwest. These are on file in the Industrial Department and are accessible to anyone interested in making connections of this kind. Below are summarized some recent inquiries):

Elliott Service Company, 242 West 55th Street, New York. Wants man for Texas and surrounding states to sell window and lobby display advertising service to financial institutions. Straight commission.

Lamp & Gift Manufacturing Co., 145 North Seventh Street, Philadelphia, Pa. Wants jobber for line of hand decorated tinware, kitchen and general house furnishing items, also table lamps and shades.

Fisher Shrimp Company, Inc., 822 Perdido Street, New Orleans, La. Distributor or jobber for a fish packaged food made from dried shredded shrimp and flaked—a food for tropical and gold fish.

Brookdale Curtains, Inc., 28 West 25th Street, New York, N. Y. Manufacturers and importers of novelty curtains and cottage sets, want salesmen for the Southwest.

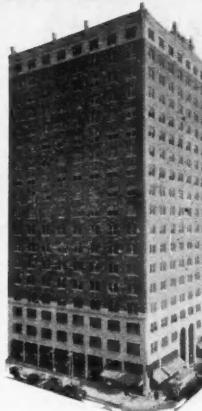
Maier Brewing Company, 440 Aliso Street, Los Angeles, Calif. When and if beer is legalized in Texas, wants distributor to take franchise for entire State.

♦♦♦

Cotton Mill to Observe National Cotton Week

The Dallas Cotton Mills Company will observe National Cotton Week, May 15 to 20, by arranging trips for visitors through its plant, exhibiting the various fabrics it makes and probably running at night so that visitors who cannot visit the plant during the day may see it in full operation. A definite program will be announced later by H. Bard, superintendent.

National Cotton Week is under the auspices of the Cotton-Textile Institute. Cotton's indispensability is the theme of a striking new poster that will be displayed throughout the country. The slogan selected for this year's poster is "Everybody Uses Cotton." This is visualized by a parade of figures that are not only representative of the man in the street, but also the American woman and the junior American, thus symbolizing everybody. The slogan, according to the Institute, is not merely a figure of speech, because cotton in some form enters into the personal attire of everyone and has nearly a thousand uses in industry and in the home.



One of the most beautiful and substantial of modern office buildings, clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in the selection of tenants.

ALLEN BUILDING

Commerce and Ervay

R. R. WILSON, Bldg. Mgr. 2-9296



10%
DISCOUNT

WHEN THIS ADVERTISEMENT IS PRESENTED

Mrs. T. P. Marshall

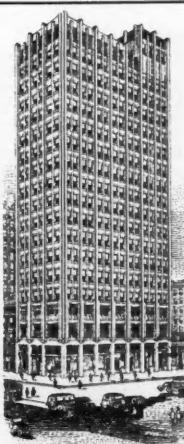
THE CACTUS

3621 Lemmon Ave. Phone 5-2411

Near Oak Lawn Avenue

Patronized by the BEST PEOPLE in Dallas

Delicious food served
Lunch: 11:30 to 2—Dinner 5:30 to 8



Main at Akard

Most Convenient Location to Business Activities

Rental Office Room 901

Telephone 7-1321

Gulf States Life Building

Family life of a telephone system

An entire family of telephone companies is necessary to give the telephone service America needs.

The Southwestern Bell Telephone Company, serving this area, has 20 sister companies. They serve other geographical divisions of the country. A network of long distance lines, owned and operated by the Long Lines department, binds together this "family" and a large number of "independent" companies, making possible nation-wide communication.

Cost of the equipment and material used in the family is kept low by manufacturing and purchasing for the entire System through Western Electric Company, where economies of mass production are made available to the entire group.

New and better ways of giving telephone service are constantly being sought by a busy organization of scientists and their assistants, at work in the "invention factory" of the System... Bell Telephone Laboratories, Incorporated.

The "parent company" of the family is the American Telephone and Telegraph Company. Its fundamental patents, covering a wide range of additions and improvements to the telephone, are available to each company in the group. Its staff of experts develops improved business and technical standards for all. Its financing facilities affect sizable savings in the cost of the funds needed to maintain and operate the System.

One reason we can give you fast, clear telephone service, almost world-wide in scope, yet at low cost, is the operating efficiency made possible by the closely inter-related facilities of this family. Southwestern Bell Telephone Company.



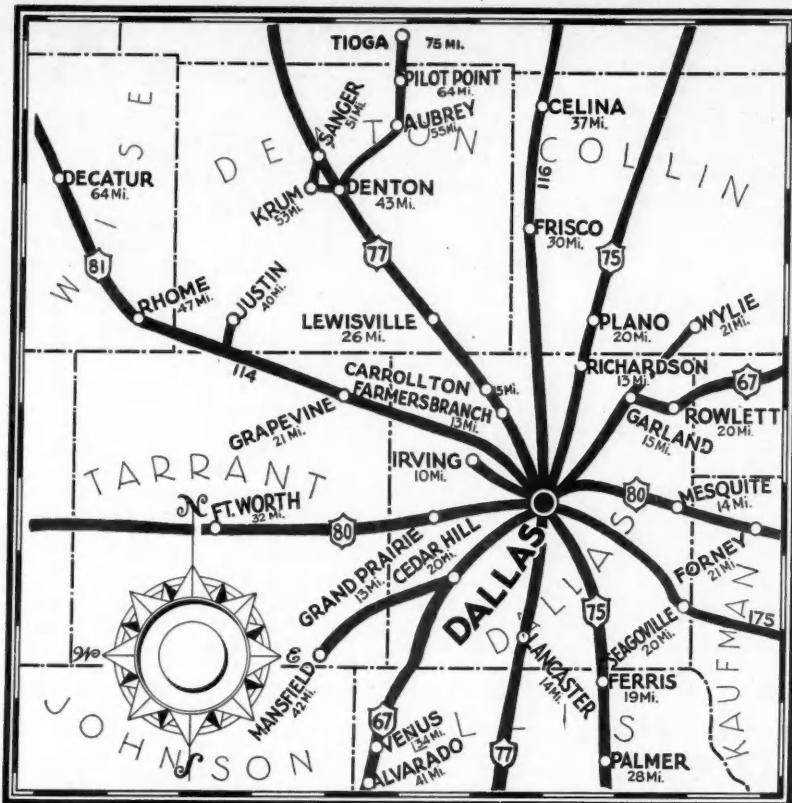
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A DIGEST OF FACTS

Concerning Manufacturing Opportunities, Investments, Farm, Fruit and Trucking Lands and Cultural Advantages of the Texas Towns and Counties Listed. Write the Address Given and Your Inquiry Will Receive Prompt Attention

ECONOMISTS have declared that New England is eighty-five per cent developed and that the Southwest is only fifteen per cent developed. This fact, borne out by indisputable statistics, has definitely established the fact that here is to be the future growth of and expansion of American Business. The map above shows that fertile, progressive part of the Southwest where men have determined that nothing shall be left undone to keep their particular part of the region well in the forefront. The cities and towns described on this page are busy communities, equipped with patriotic, public-spirited leaders, all determined that their own townsmen and their townsmen's children shall share generously in the future glories of their territory.

ALVARADO, a busy little city about forty-one miles southwest of Dallas, is located in the black land cotton belt, and this and truck gardening have been the principle agricultural products in times past, although in the last two or three years the feeding of live stock and the raising of grain crops has been encouraged and has increased greatly. Write P. E. Pope, Mayor, Alvarado, Texas.

CARROLLTON, Dallas county, twenty-five minutes from downtown Dallas, fifteen minutes from Southern Methodist University. Population about 800, served by power, natural gas and good Artesian water. All conveniences. The advantages of the small town and large city combined. Served by three railroads and excellent bus service with forty cents round trip on busses to Dallas. Good churches and fine school sys-

tem. Member Southern Association of Colleges and High Schools. Good farms can be bought now at a very attractive price. For full information, address City Secretary, Carrollton, Texas.



CEDAR HILL, seventeen miles from Dallas on U. S. Highway No. 67, is a community of general farmers and stock raisers. Dairying and poultry, especially turkeys, assure a year round income. The black soil, overlying a gray sub soil, well protected by terraces where they are needed, makes the surrounding country advantageous for the growing of all kinds of crops. Cedar Hill has excellent schools and fine Artesian water. The future development of U. S. Highway No. 67 will place Cedar Hill on the most direct route from

(See Page 22, Please)

Central United States to Mexico. For further information, write to First State Bank, Cedar Hill, Texas.

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CELINA, located forty miles north of Dallas on Highway No. 116 in the black land belt. The blackest and the whitest people. Soil prolific to the growing of corn, cotton, wheat, oats, Bermuda onions, barley and all kinds of truck and vegetables, poultry and stock raising. Healthful climate with mild winters.

Celina solicits manufacturing industries; has all necessary conveniences, highways, railroad and motor bus lines, natural gas, high-power electric service, Artesian water, affiliated high schools, six churches. Write Chamber of Commerce, Celina, Texas.

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DENTON, county seat of Denton county, a city of ten thousand people (95% white), located thirty-five miles north of Dallas and Fort Worth (two of Texas' largest cities), has two trunk line railroads, M-K-T and T. & P., excellent bus service, truck service and municipal airport.

Denton offers much to the home seeker with its fine public school system, two State colleges with annual enrollment of seven thousand students, beautiful homes, churches, over twenty miles of paved streets, modern whiteway lights, abundant Artesian water supply (soft, pure and healthful), beautiful parks, modern hotels and hospital, natural gas, cheap electric power, a low tax rate, and ample fire and police protection. Write Denton Chamber of Commerce for further information.

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FARMERS BRANCH, site of one of the pioneer settlements of this territory, is located on the "second bottoms" of the Trinity river. East of the town the land slopes up to the black-soiled prairie and to westward the slope is gently down to the river bottoms. The farming land in this part of the State is exceedingly rich and the community is thickly settled with industrious, high-type citizens. General farming is practiced here, as conditions are well suited to cotton growing and the raising of live stock. Diversified farming is practiced more and more each year. Write for further details to R. L. Rasberry, Farmers Branch, Texas.

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FORNEY, just sixteen miles east of Dallas, in the richest black land belt of Texas, with natural gas, electric power and Artesian water, is an ideal place for small factories. Our chief crops are cotton, corn and that famous "Forney hay." Attractive proposition will be made to responsible party or firm looking for good location for textile or other factories. For further information, address Forney Lions Club, Forney, Texas.

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FRISCO is near the county line between Dallas and Collin counties, in the heart of the famous black land belt. It is chiefly engaged in the production of

cotton, grain and live stock, which are produced abundantly in this territory. Excellent Artesian water is available at a depth of about 750 feet. Geologists say that this is the same stratum and the same stream of water made so famous by the Oak Cliff independent water system. This town is located in possibly the best small grain district of the State, the average acre yield of oats being around sixty bushels, and ninety bushels is not uncommon in good years. Write to S. T. Carpenter, City Secretary, Frisco, Texas.

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GRAND PRAIRIE stands midway between Dallas and Fort Worth, on the most traveled highway in the State, keeping in step with both great cities, to profit from each and to add her part to the development of each. Located in an ideal industrial section, yet maintaining the beauty and comforts of a home city, Grand Prairie has much to offer the prospective investor. Many factories have already chosen Grand Prairie because of its favorable location. Railroad and transportation lines, two nearby airports and a fine transcontinental highway provide transportation. For details, write Mrs. Stella Rohde, Secretary, City of Grand Prairie, Grand Prairie, Texas.

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GRAPEVINE, twenty miles northwest of Dallas, twenty miles northeast of Fort Worth. Concrete highways from Grapevine to both cities. All modern conveniences; various types of soil; highly diversified farming; many country estates under development. Fully accredited high school; desirable industrial sites; excellent Artesian water. Small factories wanted. Attractive residential sites; four outlets by concrete highways; highest altitude in Tarrant county; \$1.00 tax rate. Nineteen hundred thirty census, 936 population; estimated 1,100 now. For further information, write D. E. Box, Secretary, Grapevine Business Men's Club.

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IRVING is situated in the fast-growing northwestern part of Dallas county, ten miles from Dallas, on paved road and twenty-five miles from Fort Worth.

Chief industries: Truck farming, dairying, nurseries and poultry raising. Soil: sandy loam, abundance of Artesian water, natural gas, electricity and sewerage.

Schools: Affiliated high school and grade school.

Transportation: Three railroads, Fort Worth to Houston, via Dallas, bus line, convenient schedules. Irving offers ideal homesites for industrial Dallas, located only ten minutes' drive from the recently completed industrial area of Dallas. Due to our excellent transportation facilities and abundant trackage space, we can offer unusually good factory sites. The entire community surrounding Irving is served by good all-weather roads, mak-

« A DIGEST OF

Continued from Page

ing access to Irving and Dallas available every day in the year. Climate mild and healthful. Small tracts of land available for ideal country homes and estates. For detailed information, write Irving Chamber of Commerce, Irving N. W. Dallas County Civic Association, Irving, Texas.

◆◆◆

JUSTIN, forty miles from Dallas, of which distance, thirty-eight is the newly completed, wide concrete Northwest Highway, is in the heart of an agricultural community unsurpassed in the State. It is but twenty-five miles from Fort Worth, the second largest live stock market in the world. Stock raising, dairying, wheat, cotton and poultry are featured industries in this community, well-balanced so that no one phase of agriculture so dominates. Located on the Santa Fe railroad, the town has excellent transportation facilities and quick communication with the markets of North Texas. A wide-awake citizenship is determined that this city shall keep step with the entire Southwest—the fastest-growing section in the United States. For further information, write Justin State Bank, Justin, Texas.

◆◆◆

KRUM, Denton county, Texas, situated eight miles northwest from the City of Denton, county seat, and on the main line of the G. C. & S. F. railroad, thirty-eight miles north from Fort Worth. Krum is situated in the heart of a rich farming section. The principal crops grown are wheat, oats, cotton and corn. Cattle, sheep and hog raising diversify the farming industry to a large extent. Also poultry and dairying are important items in supplying the family necessities. The town is connected with outlying farms by good gravel roads radiating in all directions. U. S. Highway 77 is within easy reach. Also State Highway 39 is but one mile distant. We are especially interested in getting in contact with farmers who want to purchase farm lands. For information, write Farmers & Merchants State Bank, Krum, Texas.

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LANCASTER, a thriving little town fourteen miles south of Dallas, in Dallas county, has three banks, modern schools and churches, and is inhabited by forward-looking and progressive citizens. The fertile surrounding farm land produces fine cotton as well as plentiful grain crops, which encourage the growing interest in live stock in the community. The rich soil and the accessibility to Dallas markets offer unusual opportuni-

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ties to progressive farmers. For further information, write to the City of Lancaster, Lancaster, Texas.

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LEWISVILLE, located in southeast corner of Denton county, twenty-three miles north of Dallas; thirty-two miles northeast of Fort Worth, on paved highways to both cities, on M.-K.-T. Railway; just three miles from Lake Dallas.

Surrounded by varied soils, ranging from heavy sandy to black waxy. Adapted to fruit, truck, nuts, dairying, poultry and live stock, as well as cotton, corn and small grains. Feasible irrigation district.

We solicit inquiries concerning locations for factories and industrial plants. Have desirable location, local labor available, low tax rates.

For further information, address Chamber of Commerce, Lewisville, Texas.

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MANSFIELD, located forty-two miles southwest of the City of Dallas, in Tarrant county, is in the center of a splendid cotton country. In the last few years the feeding of live stock has increased to a great extent, this industry being encouraged by the Fort Worth live stock market, which is only twelve miles from the town of Mansfield. The progressive citizens have given evidence of civic interest in the development of the school system, the city government, and the improvement of the community as a whole. Address E. C. Watson, secretary, Chamber of Commerce, Mansfield, Texas.

♦♦♦

MESQUITE, fifteen minutes east of Dallas, offers the home seeker every city convenience plus the quiet surroundings, friendly spirit, and economical living of the small, well-organized community. It is the ideal home for city workers who prefer suburban life. With Dallas due west, you may drive to and from your work with the sun always behind you. Investigate Mesquite. Address Secretary Chamber of Commerce, Mesquite, Texas.

♦♦♦

PALMER, located in Ellis county, the world's largest cotton-producing county, twenty-seven miles south of Dallas on National Highway 75, is served by Southern Pacific railroad, also Texas Electric railway, has fully affiliated school, three churches, lots of good substantial business firms, nice homes, two large brick manufacturing plants, three large cotton gins, several small manufacturing plants, good telephone exchange, up-to-date water system, fire department, natural gas, sewer system, electric

power, business streets paved, and has ideal locations for manufacturing enterprises. For further information, address City of Palmer, Palmer, Texas.

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PILOT POINT, a prosperous town about sixty miles northwest of Dallas, in Denton county, and is served by the M.-K.-T. and T. & P. railways. The surrounding farm land is rich black and sandy loam suitable for raising fruit, truck, grapes, berries, melons, peanuts and sweet potatoes. The principal crops being cotton, corn and small grain. Poultry raising has been profitable in the community, especially turkey raising. During the past few years the production of large, soft-shell pecans has increased very rapidly and proved a profitable crop. The Jacobs oil field is located three miles northwest of here, where 26-gravity oil is found at a depth of 1,500 feet. This oil is piped into town to local refinery where it is refined into kerosene, gasoline and high-grade road oil.

A-1 affiliated high school with 25½ credits, with fourteen teachers, two of them being vocational agricultural teachers. Rural communities being served by six bus routes bringing in an average of 200 students daily from rural districts. School tax rate of fifty cents. For additional information, write Chamber of Commerce, Pilot Point, Texas.

♦♦♦

PLANO, a city of 2,000, is located in South Collin county—eighteen miles north of Dallas. Wealthiest city of its size and the center of the richest farming section in Texas. Lateral roads leading in every direction from city are piked.

Plano is located on U. S. Highway No. 75 from Winnipeg, Canada, to Galveston; is served by the Southern Pacific, north and south, and Cotton Belt, east and west, and hourly service on Texas Electric Railway from Dallas to Denison. Population of trade territory, 7,000; chief occupations: farming, raising and feeding live stock, dairying and poultry raising. Plano has thirty-four stores, bank, newspaper, ice plant, three cotton gins, large grain elevator, four garages, twelve filling stations. Plano is the center of the black land belt of Texas, is a beautiful residential city, and an ideal location for small factories. Address Joe Bradshaw, secretary, Chamber of Commerce, Plano, Texas.

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RHOME is northwest of Dallas in the edge of Wise county, just on the outskirts of the great ranch country. The territory is of a rolling to a hilly type, with most of the farm land of a mixed chocolate loam, ranging to a light gravelly class. The chief products are live stock as the land produces excellent pasture and feed crops.

Connected with both Fort Worth and Dallas by fine hard-surfaced highways, the community stands in a most favorable location for future development. Write for further details to L. Wayne Renshaw, care Rhome Milling Co., Rhome, Texas.

RICHARDSON, eight miles from Dallas city limits, brick paved highway through city, highest quality Artesian water from poluxy sands, standard piping over entire city with automatic prescribed pressure. Municipal-owned sewerage system, paved or graveled streets, telephone system, efficient local and long distance service; Southern Pacific railroad, Texas Traction Co. lines; surrounded by most productive black land with every road paved or graveled; five churches with working membership, affiliated 14-room high school; progressive city government not burdened with local taxes. Address City of Richardson, Richardson, Texas.

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ROWLETT is in the heart of the famous black land cotton belt, northeast of Dallas, and is noted for its high production of good quality long staple cotton. The soil is also well suited to grain and live stock production. In recent years many farmers have discovered that summer Bermuda onions of very high quality can be produced. Write J. H. Buhler, Rowlett, Texas.

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TIOGA, located about seventy miles north of Dallas, offers unusual opportunity to someone financially responsible, to build and operate a hotel as a health resort. Mineral water that is good for many ailments is to be had here in abundance for drinking, making crystals, for baths, making oils, etc. Mineral water and its by-products are now being shipped to points throughout the United States from Tioga. Those interested, write for analysis of the different wells already here. Come to Tioga and investigate for yourself. Address Chamber of Commerce, Tioga, Texas.

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VENUS is in Johnson county thirty-five miles southwest of Dallas on U. S. Highway No. 68 and is served by the Santa Fe and also the Missouri Pacific Railway and the Greyhound bus line. Venus is in the heart of the black land district and has a paved square, affiliated school, natural gas, electric lights, three churches and two banks. The soil is prolific to the growing of cotton, grain and truck farming, stock and poultry raising. Land is very reasonable here and deep-well water is easily found. The winters are very mild. We are located only thirty miles from Fort Worth. For further details, write Mayor Ralph Gidden, Venus, Texas.

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WYLIE, located twenty-nine miles northeast of Dallas, in Dallas county, is surrounded by fertile, black, waxy land, and is famous for the high-grade cotton produced in the vicinity. Poultry raising and dairying enterprises have been profitable in the community, and in the last year or two the feeding of live stock and the raising of grain crops have increased to some extent. It is inhabited by a high-class citizenship, which has provided an excellent school system, fine churches, and many civic improvements. Address Fred Gallagher, Wylie, Texas.

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